

**FIRST 5 CALIFORNIA
CHILDREN AND FAMILIES COMMISSION**

September 20, 2007

**Red Lion Hotel
1929 Fourth Street
Eureka, CA 95501**

MINUTES

Agenda Item 1 – Call to Order and Chair’s Welcome

Chair Hector Ramirez called the meeting to order at 9:05 a.m.

Commissioners Present: Hector Ramirez, Chair
David Kears, Vice Chair
Carla Dartis
Maria Minon
Molly Munger

Commissioners Absent: Don Attore
Louis Vismara

Ex Officio Members Absent: Diane Levin
Joe Munso

Chair Ramirez announced that First 5 California’s meeting schedule provides the opportunity for people throughout the state to attend commission meetings. He noted that commission meeting dates and locations for 2008 are posted on the First 5 California Web site.

Agenda Item 2 – Executive Director’s Report

Kris Perry, Executive Director, provided an update and reported on the following items:

On October 10, 2007, Ms. Perry and Sarah Neville-Morgan, Deputy Director of Program Management, will travel to Washington DC to participate in KCET’s National Caregiver Celebration as part of the national launch of the series, *A Place of Our Own* and *Los Niños en Su Casa*. Ms. Perry will be among the featured speakers along with representatives from BP, the Corporation for Public Broadcasting and Public Broadcast System.

At the July meeting, Commissioner Munger requested an opinion regarding the meaning of the term limits language in Proposition 10. An informal opinion from the Attorney General’s Office has been received advising First 5 California that Proposition 10 imposes a mandatory term limit of two four-year terms. First 5 California will work with the appointing powers to notify them when terms are close to expiring.

The commission will review technical edits to the Strategic Plan before finalizing the plan. Dr. Alan Glassman and Ms. Perry will discuss the objectives and implementation of the Strategic Plan.

Partnerships/Collaboration

First 5 California's health consultants and communications representatives have been meeting regularly with the Network for Healthy California to discuss ways to collaborate and partner on promoting healthier eating and physical activities among young children.

Program Management Team

Research and Evaluation and Program Management staff are working together to develop a more comprehensive evaluation plan that addresses the Special Needs Project's goals.

Program staff will hold trainings in late September via Internet Video Conferencing for School Readiness programs on the 2006/07 School Readiness fiscal forms. This is the first time First 5 California will utilize this type of technology to provide School Readiness technical assistance and training to our county partners.

Public Education and Outreach

At a press event at the Capitol on August 29, 2007, Governor Schwarzenegger and legislative leaders joined with First 5 California as we announced our commitment to invest \$20 million in a statewide health care program for the state's youngest children. Joining First 5 at the press conference were leaders from the 100% Campaign, PICO California, local Children's Health Initiatives, parents, pediatricians, and community and faith leaders. In addition, Senate President Pro Tem Don Perata and Assembly Speaker Fabian Núñez issued statements congratulating First 5 California for helping move the state closer to a solution.

The Hands-on-Health Mobile Van has visited 86 events in more than 60 cities across the state since it was first launched in June 2006. In August, First 5 kicked off Phase 4 and added a new focus on physical fitness showing children that exercise can be fun. Since the beginning of August, 20,000 people were reached, which averaged a total of 2,500 people per day.

Corporate Partnerships

First 5 California's corporate partnership program, a joint effort with Secretary Kim Belshé's office, is focused on collaborating with businesses through shared distribution channels, joint media opportunities and co-sponsored events.

First 5's corporate partnership program, called the First 5 F.A.N. Club, gained two new partners this summer -- El Super Supermarket and Mi Vida My Life, a Mexican-owned and operated company committed to producing healthy cultural foods.

Additionally, 300 *Kits for New Parents* were distributed to diverse audiences through a partnership with the Westfield Oakridge Mall in San Jose.

Ms. Perry announced the partnership with renowned Mexican-American Chef Laura Diaz (known by her fans as Chef LaLa). Chef LaLa is a trusted and popular voice within the Latino community. In addition to being a chef, she is a certified nutritionist, has a young child, and is passionate about helping educate parents and children statewide about the importance of maintaining a healthy lifestyle. First 5 is currently working with Chef LaLa to develop healthy recipes with a Latin American flair for a First 5 bilingual recipe book targeting families with young children. Our goal is to launch this book by early next year.

On June 24, Ms. Perry was a guest on KBLX-FM's public affairs show, *Bayview*, where she discussed First 5's efforts in childhood obesity prevention as well as the *Kit for New Parents*. In addition, KBLX distributed the *Kit* at the Art & Soul festival in Oakland over Labor Day weekend.

Ms. Perry also made an appearance on Childhood Matters, a radio talk show that brings advice on children to listeners in Northern California and Monterey County. The topic was black infant health and the importance of the Leading Ladies program.

Research and Evaluation

Research and Evaluation negotiated a 3-year contract with the California State Library to publish "Studies in the News," a semimonthly compilation of literature related to early childhood development, health care, family functioning and systems of care for children ages 0 to 5. Anyone can receive the publication by signing up at www.first5eval.com under the "Reference and Information" tab. In addition, First 5 now has a charter for the Center for Results Steering Committee, which can be viewed at www.first5eval.com under the Center for Results tab.

Administration

In July, First 5 California provided commissioners with an update on the progress of the Small Population County Workgroup, shared a possible revenue source to support ongoing augmentations to Small Population counties, and discussed progress on finalizing a proposed formula for disbursing the augmentations. The Workgroup has met every month since then, in hopes to meet its goal to submit the recommendations for ongoing support of small population county augmentations to the state commission at its November meeting.

The statute requires county commissions to demonstrate on or before July 1 of each year, compliance with specific Health and Safety Code provisions. First 5 California must receive from each county demonstration or certification of compliance in order to release July Tax Revenues, which are typically disbursed toward the end of August or beginning of September. To date, First 5 has received certifications from 32 counties and is waiting for certifications from the remaining counties.

Ms. Perry announced departing staff members and welcomed a few as well.

Yvette Rowlett left for the California Department of Education.

Bill Madison, of the Communications Team, accepted a promotion with the California Student Aid Commission.

Ryan Digman, one of First 5's student assistants, went to work for the Hillary Clinton campaign in Iowa as a field manager.

LoriAnn Sasano, of the Administrative Services Unit, moved on to the Department of Consumer Affairs.

Kimberly Fedyna, from the Program Management Team, is leaving to return to the classroom as a teacher.

Ms. Perry welcomed new staff, Linda Barton White, a retired annuitant who was with the California Postsecondary Education Commission for almost 30 years, Dung Tran, student assistant attending CSU, Sacramento, and Peggy Verissimo. Peggy previously worked with the Department of Food and Agriculture's Fair and Exposition.

Ms. Perry congratulated First 5 Solano for their Challenge Award for improving prenatal care through the work of Baby First Solano, and their Merit Award for using First 5 funds to leverage millions of dollars for local services.

She also congratulated First 5 Commissions in Sacramento, El Dorado, Colusa, Placer, and Yuba for their Healthy Kids, Healthy Future Regional Health Initiative which received a Challenge Award for their collaborative effort. These are all awards from CSAC in recognition of outstanding county programs.

PUBLIC COMMENT: None.

Agenda Item 3 – First 5 Association of California Report

Sherry Novick, Executive Director of First 5 Association, provided an update on Association activities:

- County commissions are working to complete their annual reports, using forms newly available this year. Ms. Novick thanked state staff for their efforts in moving to a more streamlined reporting system.
- The Association is concluding the first year of a nutrition contract with the California Department of Public Health and is in discussion about next steps. The focus this year has been to review a range of curricula and identify best practices in the areas of nutrition and physical activities for children 0 to 5.
- The Association has been very involved in the health care reform discussion, working with foundation partners and the children's health initiatives that are funded by many commissions. The goal has been to keep focus on the children's coverage piece as greater reform is being discussed.
- The Association provided input to the Department of Mental Health in their development of the Proposition 63 Prevention and Early Intervention guidelines, which steers local planning around the prevention and early intervention funds from Proposition 63, ensuring that the 0 to 5 focus was present. In addition, the Association is working hard to get those local county processes to build upon work that First 5 has already done in many of the counties to leverage efforts between new mental health dollars and what First 5 has already invested.
- The Association's Endowment funded project has brought together teams of planners from 20 counties to identify barriers and policy solutions to develop an early childhood mental health system of care.
- The Association plans to coordinate outreach to the Legislature through materials and strategies to engage members in their districts.
- The Executive Committee sent a letter regarding the state commission's strategic planning process that noted county commissions were not mentioned in the strategic goals and recommended inclusion of language to strengthen the state-county partnership.
- The Association will review the Final Strategic Plan to discuss the implications from the county perspective and how county commissions can contribute to the statewide First 5 movement.

Chair Ramirez asked if withholding of funding would result in disruption of services or operations to counties that have not submitted their annual reports.

Ms. Novick noted that there was no indication there would be a problem with any county audit.

Terry Miller, Chief, Administrative Services, provided an explanation of the annual certification process and how First 5 tries to assist counties in meeting those requirements. She noted that the certification checklist ensures that the annual plan, annual report and fiscal information has been reviewed. Upon the submission of certifications from counties, funding is then processed immediately.

Commissioner Dartis asked if there was a similar process that looks at the Strategic Plan. She questioned if a review or analysis of the mutual planning processes were included within the certification process or if it was limited to the annual reports.

Ms. Miller explained how county commissions are required to submit a copy of their Strategic Plan to the state commission, which is required to be reviewed on an annual basis.

PUBLIC COMMENT: None.

Agenda Item 4 – Host Region Welcome

Wendy Rowan, Executive Director of First 5 Humboldt, presented a PowerPoint, developed by the Northwest Region, describing the demographics, the needs of children and families, and how First 5 commissions are addressing those needs in the 11 counties in the region. The presentation also provided an overview of positive outcomes and impacts made in the Northwest Region's result areas:

- Improved Family Functioning
- Improved Child Health
- Improved Child Development
- Improved Systems of Care

Commissioner Dartis commended First 5 Humboldt for its work with systems of care, specifically the cross-disciplinary workforce development strategy by supporting social workers in having a focus and a competency in early care and education.

Vice Chair Kears asked whether there has been any regionalization of efforts by county commissions. Ms. Rowan responded that local commissions are reluctant to give up local control, but do collaborate on a programmatic level, such as jointly developing a clinic that serves three counties.

Karen Pautz, Executive Director of First 5 Siskiyou, gave examples of developing economies of scale within her county to maximize the benefit of funds from different sources, such as using the First 5-funded family resource centers to provide services funded by the Mental Health Services Act.

Chair Ramirez encouraged commissioners to visit rural county commissions to get a sense of their tremendous value to their communities.

PUBLIC COMMENT:

Jackie Hamilton, Ready to Learn Educator, expressed her thanks to First 5 Humboldt and all the family resource centers for their partnership with KEET-TV, a grant recipient for "*A Place of Our Own*."

Agenda Item 5 – Committee Reports

Stacie Sormano, Deputy Director of Research and Evaluation, reported on a meeting that took place on August 23, 2007, with the Research and Evaluation Committee to discuss the evaluation framework timeline. This item was further discussed in Agenda Item 10.

PUBLIC COMMENT: None

Elisa Bupara, Director of Communications, described the work of the Public Education and Outreach Committee. The Committee met on August 30, 2007, and discussed:

- The advertising RFP, including how to ensure the RFP meets the mandates of the commission and how to maintain confidentiality and protect the integrity of the process.
- How best to address the commission's interest in targeted community-based outreach and whether it should continue under the public relations contract or shift to the advertising contract.
- The contractual requirements and criteria for corporate partnerships.

Commissioner Munger was pleased to hear of the hard work to ensure that the media strategy not be disconnected from county commissions.

Vice Chair Kears stated that this issue was discussed at length on how the state and county commissions can better work together. He noted the importance of defining key criteria in partnering so that there is some integrity and consistency throughout the process.

Ms. Bupara made note of an upcoming meeting with the Association's Communication's Liaison for their input of the RFP process.

PUBLIC COMMENT:

Jesus Lozano, station monitor for KBBF, a bilingual public radio station, pointed out that outreach through radio is particularly important for Latinos who comprise a large part of the radio audience.

Agenda Item 6 – Legislative Update

Marsha Jones, Chief of Legislative and Governmental Affairs, provided a brief update on state legislation, the budget and special legislative session. Commissioners were provided with a legislative report on bills the commission is tracking throughout the 2007-08 legislation session. Ms. Jones highlighted three bills the commission supported that are on the Governor's desk awaiting action:

- SB 7 (Oropeza) makes it an infraction, punishable by a fine not to exceed \$100 for a person to smoke in a vehicle in which there is a minor present.
- AB 834 (Hayashi) modifies existing provisions affecting the Community Dental Disease Prevention Program to include age appropriate education activities that promote oral

health and focus on the development of personal dental practices by children in preschool through 6th grade, including the recommendation and supervised application of preventative dental products.

- AB 1080 (Mullin) gives greater guidance to the California Department of Education in the administration of the state preschool program established last year in AB 172 (Chan).

Ms. Jones announced that the state budget, recently signed by the Governor, continues funding for the prekindergarten and family literacy programs. The budget included an investment of \$45 million for the current-year funding of the state preschool program established by AB 172 (Chapter 211, Statutes of 2006).

The Governor called the Legislature into special session to complete work on two issues: enacting comprehensive health care reform and ensuring a safe water supply. Several legislative intent bills have been introduced. First 5 is closely tracking and monitoring those bills. Although the Governor, legislators and community leaders who support comprehensive health care reform continue to meet, the legislature has not taken action on any health care reform legislation. Ms. Jones speculated that policy issues would most likely be addressed in state statute and funding mechanisms would be placed as an initiative in the 2008 ballot.

PUBLIC COMMENT: None.

Agenda Item 7 – Public Television Education Partnership (Science Readiness Show)

Sarah Neville-Morgan, Deputy Director of Program Management, presented an opportunity for a partnership with KCET on a new daily science show for preschoolers entitled “*What’s the Big Idea?*” which is a child centered, family focused, newly animated children series co-produced by KCET and the Jim Henson Company.

There is a 2-year broadcast commitment from PBS for this show to be in the children’s daily morning block. The series focuses specifically on early childhood science education and is designed to help children understand the world around them and encourages a scientific way of thinking. The curriculum of *What’s the Big Idea?* is developed by preschool educators, with an advisory board of experts in both early childhood education and science.

Each episode is built around a topic that plays a major role in a preschooler’s life. The main character of the show is Josh, who continually asks questions and examines the world from the point of view of a four-year old. He has a group of friends and family which reflects cultural diversity with parents and teachers as role models. In addition, this program also includes an interactive Web site and educational outreach to parents and caregivers.

Ms. Neville-Morgan reported on a study that found children exposed to age-appropriate educational programming demonstrated advantages in school readiness, reading, mathematics and vocabulary.

There are long-term benefits of viewing educational television during preschool years. A study found that adolescents who watched informative educational programs as preschoolers demonstrated better overall grades, specifically in English, math and science.

A strong foundation for early school success yields long-term educational and societal benefits. First 5 expects that scientific literacy can be enhanced by providing high-quality science education, both formal and informal, to preschool children.

PBS is reaching out to the underserved in California. Public television is free, and available to anyone. It reaches a larger percentage of minority and lower-income households through children's programming than its commercial counterparts. Through PBS, First 5 can leverage the access into homes by bringing resources to them that may be more difficult for families to get in other ways.

In keeping with First 5 California's strategic goals to enhance research and evaluation on programs for children, KCET is currently identifying firms who conduct evaluative research on children's television programs.

KCET, in collaboration with the First 5 California Research and Evaluation Unit would jointly develop and conduct a summative evaluation to determine whether children learn from the series. This would include experimental testing of groups of children ages 2 to 5 in the target audience. The evaluation would consist of control and treatment groups to test whether series viewing leads to improved science inquiry skills.

Through "*What's the Big Idea?*" First 5 hopes to narrow the achievement gap by providing these underserved children and the adults who care for them with the same advantages in school readiness and science learning by bringing these resources into their homes.

Opportunities for First 5 California to leverage this investment and other publicity and promotions include:

- Uniting the main character "Josh" with the Mobile Outreach Van.
- Visually enhancing existing material.
 - Tip sheets on science experiments, activities and school readiness
 - Materials for Kit for New Parents
- Supplemental materials for providers/parents on CARES Training.

Multiple goals in the Strategic Plan are supported through this potential two-year partnership for a nationally broadcast PBS children's show.

- The program, Web site, and educational outreach all work to support school-readiness in preschool children.
- Television is a bridging medium uniquely positioned to help address disparities in access to resources that affect learning. Public television serves every resident in California, and has demonstrated its reach to underserved communities.
- Through modeling of behavior, both for adults and children, the series goals are to encourage a child's natural curiosity, develop problem-solving skills, and expand social-emotional well-being.
- "*What's the Big Idea?*" would leverage other First 5 California programs by collaborating with both public and private partners, and building on existing projects while looking at long-term sustainability.
- A partnership for this series would include revenue-sharing rights in merchandising and other back-end revenue.

- This series would give First 5 the opportunity to increase the depth of national partnerships and affiliations. Not only would this significantly increase First 5 California's visibility, it would also affiliate the agency with three, well-respected national partners in children's education: KCET, PBS and the Jim Henson Company.
- "*What's the Big Idea?*" would also be an additional opportunity for First 5 California to increase national visibility as a leader in early education as the series is broadcast on PBS stations across the country.

Commissioner Dartis inquired if KCET could isolate the number of adults viewing based on ethnicity and asked for inclusion in the future about the number of parents who watch with their children.

Commissioners Munger and Minon had questions about the magnitude of the funding request and which account it would come from. The final request is not clear, but the program and outreach will cost a total of \$16.8 million and \$4 million has been committed so far by PBS. Funding will come from the early care and education account.

Commissioner Minon requested information regarding the percentage of First 5's budget that would go to this show.

Ms. Perry informed commissioners that this proposal may come before the commission for a vote at its November meeting and include additional requested information, such as cultural fluency.

PUBLIC COMMENT:

Tammy Scott, Commissioner from Mendocino, asked about the program's product marketing strategy and whether the state commission would have a place in decision-making about that.

Hugo Morales, Commissioner from Fresno, indicated that his commission has funded public TV, but feels it is important to ask who is not reached through that venue. As head of Radio Bilingue, a bilingual public radio network, he remains concerned about the cultural competence of public broadcasting programs and the need to reach out to the Native American population.

Advocates of professional development for early child educators spoke in favor of the series and loved the idea of "Josh" but recommended caution in encouraging television viewing among children 0 to 3.

Agenda Item 8 – Consent Calendar

The commission considered approval of the consent agenda items:

- The March 15, 2007 and July 19-20, 2007 Commission Meeting Minutes
- Contract ratifications and amendments to the following contracts: CCFC-7068, 7074, 7076, 7084, 7092, 6950 A1, 6963 A3, 7011 A1

MOTION/ACTION: Vice Chair Kears moved that the commission approve the consent calendar. The motion was seconded by Commissioner Minon.

Commissioner Munger requested the July minutes be removed for technical edits and clarification of the process of amending motions and the vote on amended motions.

AMENDED MOTION/ACTION: Vice Chair Kears moved that the commission authorize the consent calendar with the exception of the July minutes (Item 8b). The motion was seconded by Commissioner Munger.

PUBLIC COMMENT: None.

VOTE: The amended motion was approved by a unanimous vote of the members present.

MOTION/ACTION: Vice Chair Kears moved that the commission approve the July 19-20 commission meeting minutes with edits suggested by Commissioner Munger. The motion was seconded by Commissioner Munger.

Specifically, Commissioner Munger requested that the July minutes and all other minutes hereafter reflect amended motions, if any, and be reported in the body of the motion and also reflected in the vote.

PUBLIC COMMENT: None.

VOTE: The motion was approved by a unanimous vote of the members present.

Agenda Item 9 – Early Childhood Educator Competencies Project

Sarah Neville-Morgan, Deputy Director of Program Management, requested the commission to redirect up to \$400,000 in funding to develop the Early Childhood Educator (ECE) Competencies Project in the state of California.

Funding was originally approved in January 2005 to create an Early Learning Workforce Development Blue Ribbon Committee. The purpose of this group was to write a plan that would develop California's infrastructure for educating, preparing, and supporting a well-trained, culturally and linguistically diverse teaching staff. Although the plan focused on the development of competencies and addressed structural issues around higher education, it did not receive the necessary statutory authority to be established.

In January of 2006, in an effort to continue this work without legislative support, staff recommended that First 5 California move forward with the background research phase of this project. The commission approved the redirection of the initial funding from the actual Blue Ribbon Committee to an Early Learning Workforce Development Planning Project to carry out the background research. For this phase, First 5 partnered with the David and Lucile Packard Foundation and the Center for the Study of Child Care Employment (CSCCE) at UC Berkeley. Since then, the Packard Foundation funded the CSCCE to conduct background research, including a review of other ECE competencies, an online survey, and stakeholder input groups. Ms. Neville-Morgan requested that the commission redirect the unused \$400,000 to develop the competencies for early childhood educators, building upon the Infant/Toddler and Preschool Learning Foundations. It would be a partnership among the California Department of Education (CDE), the Child Development Division of CDE, and First 5 California as well as other partners such as the Secretary of Education's Office, the California Commission on Teacher Credentialing and other stakeholder groups that are invested in ensuring the workforce is of high quality for all children.

The entire project is anticipated to be three phases. Each phase of the competencies will cost approximately \$1 million for a total cost of \$3 million for the entire project. This request is for the first phase, which is \$1 million, and First 5 California would contribute \$400,000 toward the cost of the first phase.

MOTION/ACTION: Commissioner Dartis moved that the commission approve the redirection of up to \$400,000 for the Early Childhood Educator Competencies Project. The motion was seconded by Vice Chair Kears.

Vice Chair Kears asked if an analysis was completed on the project testifying to the efficacy of this effort.

Commissioner Dartis was concerned how the competencies, once they are developed, will be implemented by institutions of higher education.

Sarah Neville-Morgan explained this is an ongoing project for which CDE has done an assessment of its need and value. It will involve the community college and CSU systems and groups in both who are working on articulation and alignment of their ECE programs.

Commissioner Munger pointed out this is important policy and advocacy work and is not without risk, including the controversy over CDE's learning foundations, but emphasized the importance of First 5 being involved.

Commissioner Dartis hopes that First 5 California will take a leadership role in issues of child development, including advocating that child development be viewed as a continuum, a point that will be important in advocacy efforts.

PUBLIC COMMENT:

Helen Love, CARES Coordinator of First 5 Humboldt, encouraged First 5 California, as the competency project moves forward, to recognize that stakeholders are a part of higher education.

VOTE: The motion was approved by a unanimous vote of the members present.

Agenda Item 10 – Statewide Evaluation Framework

Stacie Sormano, Deputy Director of Research and Evaluation, provided background information on the Statewide Evaluation Framework and proposed a plan for moving forward.

In January of 2006, the commission approved \$23.5 million to fund the implementation of First 5 California's Evaluation Framework until June 2009. The Framework, also known as the Center for Results, is an integrated approach to meeting First 5's evaluation needs. The design is the result of a collaborative effort between First 5 California, First 5 Association and First 5 county representatives.

Originally, First 5 California tried to implement the Evaluation Framework through a single contractor using the Request for Proposal process. First 5 announced its intent to award a contract to Weststat in October 2006. SRI International protested this award. The Department

of General Services upheld their protest. In September 2006, the California Superior Court also upheld that protest.

Since April 2007, Research and Evaluation staff have:

- Hired a contractor to publish the Annual Report;
- Launched a Web site to provide counties with technical assistance and access to our newly developed PDF reporting forms; and,
- Hired the California State Library to provide First 5 with literature citations to support evaluation and program needs.

The original implementation date of June 2009 leaves staff with less than two years to negotiate and implement the remaining components of the Framework.

Ms. Sormano requested the commission extend the timeline from June 2009 to January 2011 and introduce a new strategy for implementing the framework.

Given First 5's recent contract experience, it has been determined that multiple contracts focused on performing discrete functions will allow First 5 California:

- More flexibility in the type of contract resulting in shorter timeframes to secure a contractor
- Secure the lowest cost contracts based on fully developed scopes of work
- To stagger the award of the contracts spreading workload over a longer time period
- To contract directly with vendors who are less likely to rely on sub-contractors
- To monitor contractors more closely due to the focus of each contract
- To reduce dependence on contractor expertise and enhance First 5's role as experts in the evaluation of programs for children 0 to 5

Ms. Sormano provided commissioners with a visual of the components of the Framework, showing which components require contract work and explaining where First 5 is in the process of securing each contractor.

The centerpiece of the Framework is an integrated data system that will include data and information related to children 0 to 5. Securing a contractor to build the data system will require a highly detailed and lengthy request for proposal process. The data system will be a resource for not only First 5 California, and First 5 county commissions, but also for policymakers, and the research community at large. Collectively, this system can be used to impact policy and programs designed to improve the lives of children 0 to 5.

The data system will warehouse four main types of data:

Type 1 – County Annual Report and Evaluation Data

- The Framework includes revised annual reporting requirements to streamline the data counties provide to support First 5 California's annual report.
- The revised requirements stipulate that counties must also provide completed evaluations throughout the year, as well as planned evaluations.
- This component of the Framework is complete and contract assistance is not necessary to identify the county data that we will include in the new system.

Type 2 – First 5 California Matching Grant Program Data

- To participate in this program, counties must submit financial, participation and evaluation data which will be included in the new data system.
- First 5 California will examine current programs and streamline data requirements, which may require the services of a contractor before inclusion of data into the system.

Type 3 – External Data

- External data may include demographic, health, child development and family support information about children 0 to 5.

Type 4 – Literature Citations

- First 5's contract with the California State Library provides citations and abstracts of international, national and state studies. This information is published in "Studies in the News" a semi-monthly electronic publication, which anyone can subscribe to or access the archives through the First5eval.com Web site.
- The literature citations will migrate to the data system in one central location to ensure access to evaluation and research information related to children 0 to 5.

The purpose of including these four types of data in one central location is to support three outputs central to the evaluation Framework.

- Statutorily mandated annual report.
 - The data system will provide information about county and First 5 California programs to support the annual report.
 - First 5 recently hired the Institute for Social Research from CSU Sacramento to write the next two Annual Reports.
 - If the implementation deadline is extended, First 5 will have the flexibility to amend this contract for another year if satisfied with the contractor's performance.
- Technical assistance to counties.
 - First 5 will hire a contractor to extract best practices from the data system and identify opportunities to leverage evaluations to include more counties.
 - The contractor will also be responsible for disseminating this information to counties through learning forums and newsletters.
- Support for First 5 California's policy decisions.
 - First 5 will extract information from the data system to help demonstrate successes and support policy direction.

First 5 will leverage purchasing arrangements for most Framework components and hopes to only use the RFP process to secure an IT vendor to build the data system.

MOTION/ACTION: Commissioner Minon moved that the commission extend the date for implementation of the Evaluation Framework from June 30, 2009 to December 31, 2011. The motion was seconded by Commissioner Munger.

Vice Chair Kears cautioned against paying for research on what is already known. The focus should be on what is unknown and what is necessary to know in order to move forward.

Commissioner Minon said the Research and Evaluation Committee discussed the plan in detail and is very supportive of this approach.

PUBLIC COMMENT: None.

VOTE: The motion was approved by a unanimous vote of the members present.

Agenda Item 11 – Strategic Plan (Technical Edits)

Ms. Perry presented the goals and strategies adopted at the July commission meeting with the following technical edits that reflected the input at that meeting and language clarification.

GUIDING PRINCIPLES

Diversity: Ensure that families from all of California's diverse populations connect to services ~~they need~~ needed to succeed.

MISSION STATEMENT

By 2012, be recognized as ~~the~~ California's unequivocal voice for children 0 to 5 to ensure greater equity in their readiness for school.

STRATEGIC GOALS AND STRATEGIES

GOAL #1: Focus on Policy Development

Strategy 1.1 ~~National~~ Affiliations - Increase the number and depth of state and national partnerships and affiliations.

Strategy 1.5 ~~Economic Development~~ Family Self-Sufficiency - Facilitate and support policies and programs that promote family self-sufficiency. ~~Establish the significance of family self-sufficiency for the well-being of all children ages 0 to 5 and recommend a systematic approach to decreasing disparities.~~

GOAL #2: Invest in Program Development

Strategy 2.3 Program Support Portfolio - Develop and pilot a ~~business~~ financial model for maximizing the effectiveness of First 5 California's investments ~~in county programs~~.

GOAL #3: Broaden Public Awareness – Build recognition and generate support for the needs of children ages 0 to 5.

Strategy 3.1 Targeted Media – Educate Californians about the healthy development of children and the importance of the first five years using a broad range of media strategies. ~~Expose parents and caregivers of children ages 0 to 5 to key messages through television, radio, print, outdoor, Web and other media including, community-based organizations.~~

Strategy 3.3 Learning Communities – ~~Create learning communities through partnership with others.~~

Strategy 3.3 National Organizational Profile - Increase First 5 California's national organizational profile through alliances and partnerships.

GOAL #4: Enhance Research and Evaluation

Strategy 4.1 ~~Comprehensive Database~~ Data System - Create a comprehensive database system that supports decision-making.

GOAL #5: Strengthen Organizational Operations and Systems

Strategy 5.1 ~~Workforce, Recruiting and Managerial~~ Workforce Recruitment and Development – Recruit and develop a sound and progressive workforce through training, planning and mentoring.

Strategy 5.5 Organizational Alignment - Evaluate and align internal and external functions and structure to ensure accomplishment of the strategic objectives.

MOTION/ACTION: Commissioner Munger moved that the commission approve the Strategic Plan with the edits as proposed by staff. The motion was seconded by Vice Chair Kears.

PUBLIC COMMENT: None.

VOTE: The motion was approved by a unanimous vote of the members present.

Agenda Item 12 – Strategic Plan (Objectives)

Consultant Alan Glassman reviewed the Strategic Plan process to date:

- Data gathering through a county commissioner survey; focus groups with county commissions, the Evaluation Workgroup, state commission staff; and interviews with key informants.
- The Commission's adoption of vision, values, mission, goals and strategies.
- The objectives, which establish milestones to drive the action plan, are the responsibility of the Executive Director and staff.

Ms. Perry reviewed the 49 objectives, reduced from an initial list of 150, to implement the commission's strategies goals.

Commissioner Dartis expressed the desire to assure accountability without being overly bureaucratic and suggested partnering with private foundations where needed to maximize flexibility.

Commissioner Minon asked how often the commission would receive an update on the progress of the Strategic Plan once implemented. Ms. Perry indicated that the final plan will be provided at the November commission meeting. Updates will occur at mid-year and year-end. Every proposed action before the commission will indicate how it links to a specific objective.

Vice Chair Kears said the biggest challenge will be to remain critical and self-reflective, including foregoing taking credit if giving other partners credit will further the ability to instigate change.

Commissioner Munger said a 5-year allocation plan may undermine the commission's ability to be part of dynamic change and suggested a 3-year allocation plan instead. As a new commissioner, she requested a review of current signature programs, what the current expiration is and how it fits with the concept of the workgroup to evaluate their viability and ways to improve them.

Ms. Perry noted that the matching grant programs at this time include the areas of School Readiness, Power of Preschool, Children's Health Initiative, CARES, and Special Needs. She

suggested including the current matching grant programs and where they are in their life cycles as an agenda item for the next commission meeting.

Commissioner Dartis felt that the outcome the commission wants to achieve with a particular investment will likely determine the appropriate timeframe for that investment.

Chair Ramirez asked that the development of signature programs not be based on one-size-fits-all in order to recognize the diversity of the state. He also advocated developing greater capacity by developing the commission's capacity to tap private resources.

PUBLIC COMMENT:

Jennie Tasheff (First 5 Sonoma), President of the Association, congratulated the commission on its plan and noted that the Association Executive Committee had sent a letter suggesting ways the strategic plan could recognize and support partnership with the county commissions as they are key stakeholders and partners.

Sean Casey (First 5 Contra Costa), Executive Director, noted that the plan takes a huge step toward defining the work of the commission and gives counties a better sense of what to expect of the state commission.

Melinda Felice (Working for Quality Child Care, United Way Bay Area) was very pleased with the emphasis on public policy and advocacy and requested that professional development be more clearly iterated within the plan.

Danielle Koren (California Child Development Corporations) encouraged the commission to continue developing and funding programs that support compensation and retention of early childhood professionals.

Marie Young (Low Income Investment Fund) was impressed with objectives around implementing a public policy agenda but did not see anything in the plan on how that policy agenda gets created and gets kept up-to-date as things change. She was pleased to see the interaction between the goals, but did not see the linkage between communication and public awareness and the programs.

John Sims (First 5 Stanislaus), Executive Director, expressed a sentiment shared by many county representatives that the county commissions have a special relationship to the state commission, different from other partners that should be reflected in the document.

Francine Rodd (First 5 Monterey), Executive Director, said she understood that specific partners will be named as the plan is further refined, but pointed out that KCET is mentioned as a partner while the county commissions are not. Yet, because of the shared First 5 "brand," county commissions are inherently linked to the state commission.

Chair Ramirez said many objectives will require dialogue with counties and felt those relationships will show up as tasks are developed under each objective.

Consultant Alan Glassman stated that if counties had been included in the goals it would be a joint Strategic Plan. At that level, as joint goals, there would have been a whole different set of

questions asked instead of just focusing on the commission as a state entity with its own identity. He suggested that county commissions could be identified in the overarching principle to promote collaboration and partnerships.

Vice Chair Kears stated that commission will not solely be state focused and that the partnership with the counties is there.

Jesus Lozano (KBBF Radio) questioned how the potential partnership with community radio, such as Native American, African American and Latino radio fit into the Strategic Plan regarding hard to reach populations.

Commissioner Munger stated that the commission is determined to be mindful of doing a mix of outreach and appreciated the public comment reminding the commission on the power of radio.

Commissioner Munger said the relationship with the counties will remain close, but other new relationships may need to be established as well.

Agenda Item 13 – Adjournment

Commissioner Dartis moved for adjournment of the commission meeting. The motion was seconded by Vice Chair Kears and was approved by a unanimous vote of the members present. The meeting was adjourned at 3:45 p.m.

The next scheduled commission meeting is November 15, 2007, in Fresno.